newgen

A Leading General Insurance Company **Enhances Customer Engagement with Real-time Communications**

Generates policies in 5 seconds
Boosts digital traffic across channels

Overview

Our customer is one of India's leading general insurance companies, serving over 1.5 million customers. The insurer has a strong geographic presence with over 1,500 offices and provides insurance coverage to over 10.5 million policyholders. It caters to the needs of individuals, corporates, and small and medium enterprises (SMEs) through various insurance solutions for motor, health, home, travel, marine, and others.

Challenges
Faced by the Customer

The legacy communication systems made it difficult for the insurer to engage with customers expecting real-time and personalized responses. Manual processes led to operational inefficiencies, higher costs, and compliance issues.

Low Digital Engagement

The gaps in communication, disparate systems, and poor engagement with users caused low traffic on the insurer's website and mobile application

Unappealing Customer Communication

The absence of templates, intelligent communications, and omnichannel connect made it difficult for the customer to provide personalized communication

Difficulty in Compliance

Inconsistency in communication, gaps in reporting, and manual archiving of policy documents increased the risk of non-compliance

Manual Processes

Manually creating communication templates such as policy schedules or reminders across different business lines (motor, health, travel) resulted in delayed and erroneous customer communication

Inconsistent Branding

Without a consistent template in place for all customer communications, the insurer failed to attain consistency in branding and marketing initiatives

Industry Approach

With customers expecting personalized experiences, insurers must have the right customer communication management (CCM) platform to create customizable communication for the customer. Many available solutions offer insurers the capability to tailor their communication through interactive claims portals, which provide omnichannel accessibility, real-time status updates, and a 360-degree customer view. While modern platforms bring new capabilities, insurers require a platform that can support cost-effective modernization, integrate with legacy systems, scale quickly, and ensure the security and confidentiality of sensitive customer data.

How Newgen Helped

The customer opted for Newgen's Omnichannel Customer Engagement (CCM) platform to overcome the challenges of creating compelling and uniform communication. By integrating seamlessly with the legacy systems, the platform enabled the organization to effectively engage with customers and deliver a delightful experience across the journey.

User-friendly Template Library: The customer benefited from a wide array of ready-to-use configurable templates and effectively managed customer communications without any coding

Communication Generation: The customer attained the capability to design personalized batch, on-demand communication, enable job-based generation, and schedule output cycles based on customer preferences. The solution also automated the customer communication and template creation processes

Digital and Social Sensing: By leveraging AI/ML algorithms, the customer analyzed real-time customer interactions, facilitated faster resolutions, prioritized cases based on urgency, and tracked historical customer interactions

Document Creation: The on-demand module enabled users to design and generate attractive policy documents using drag-and-drop capability in real time. It allowed the embedding of graphs, charts, and images and generated multi-lingual documents

A Unified System: A comprehensive platform empowered users to track and send messages, ensuring secure communication and regulatory compliance

Communication Monitoring: A 360-degree view of the customer's information helped the insurer to track communication across all channels, generate real-time reports, and capture/archive detailed communication logs

Results Achieved

Quick Access to Information

The solution seamlessly integrated with the existing legacy systems and online service portal, facilitating easy information access and breaking the information siloes for business users

Consistency in Communication

The organization ensured consistent branding across all communications with the inbuilt template library and style gallery

Increased Digital Traffic

Faster communication with personalized content and consistent branding led to a boost in traffic on the insurer's website and mobile app

Enhanced Customer Experience

The organization could now reach customers through their preferred channels by delivering communications across multiple channels, such as SMS, e-mail, print, and web, by leveraging the unified communication platform

Higher Business Volume

The solution reduced the policy generation time to less than 5 seconds, enabling users to generate 25,000 – 30,000 policies daily. Around 400,000 policy reminders were initiated in a day

Reduction in Operational Cost

The self-service portal facilitated users to raise requests autonomously, thus reducing the cost of call center and operations

In Summary

With Newgen's Omnichannel Customer Communication Platform, the organization delivered personalized customer experiences. The customer enhanced business volume and traffic on digital channels by having real-time visibility into system activities, comprehensive dashboards and reports, and instant communication generation capabilities.

About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, communication management, and AI/ML capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries, Newgen unlocks simple with speed and agility.

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